



Chandler Small Business Development Workshop

**Designed to Assist Small
and Minority Businesses**

Thursday, June 9, 2011

Chandler City Hall

(Council Chambers)

88 E. Chicago St.

Presented by



Chandler • Arizona
Where Values Make The Difference



Sponsored by



CHANDLER BUSINESS DEVELOPMENT WORKSHOP

Thursday, June 9, 2011 • Chandler City Hall (Council Chambers)
88 E. Chicago St.

7:30 am

Registration/Networking/Continental Breakfast

8:00 am

Welcome/Introductions

Jay Tibshraeny, Honorable Mayor- City of Chandler

Patty Craig, Vice President/Business Relationship Manager - BBVA Compass

Brad Ness, Director of Member Services - Chandler Chamber of Commerce

8:20 am

City of Chandler Update

Christine Mackay, Economic Development Director- City of Chandler

8:30 am

Trends in the Economy - U.S. and Arizona

Kathleen Lee, Director, Research & Strategy – Greater Phoenix Economic Council (GPEC)

9:05 am

Where to Get Help Owning & Operating a Business

Jim Pippert, Business Development Specialist – U.S. Small Business Administration

9:40 am

Marketing Your Business for Today and Tomorrow: Creating a Scalable and Sustainable Marketing Strategy

Lori Marsh, Owner – Brand It Marketing, LLC

10:15 am

Break

10:30 am

How to Use Community Events to Build a Business Reputation

Tyler Hurst, Writer – Gangplank

11:05 am

It's a Jungle Out There: How to Navigate it, Tame it, and Make Business Fun Again

Joel Strom, Business Consultant, Speaker, Author – Joel Strom Growth Management

11:50 am

Wrap-up/Final Comments

12:00 pm

Adjourn

For more information or to register, go to www.chandleraz.gov/ed, then click on Small Business Center.

Please RSVP by Friday, June 3, 2011

Food and beverage are not allowed in the City Council Chambers, so please arrive prior to the beginning of the program in order to enjoy the continental breakfast.